

Specify recycled paper containing at least 30 percent postconsumer fiber for all print jobs.

In contracts, specify that new equipment be compatible with recycled-content supplies and materials. Leased or rented equipment or supplies should also be compatible with the use of recycled-content products.

If you're not buying recycled, just who are you recycling for?

Other Related CIWMB Programs:

CalMAX

Use CalMAX . . . a free service designed to help businesses find markets for materials they have traditionally discarded. CalMAX helps businesses, industries, and institutions save resources and money. Access our Web site at: www.ciwmb.ca.gov/CalMAX/.

Waste Prevention Info Exchange

The Waste Prevention Information Exchange is a searchable database of articles, reports, and other materials on waste prevention-(source reduction) related topics. Search our Web site at: www.ciwmb.ca.gov/WPIE/Search.asp.

Green Building

Sustainable design or building "green" is an opportunity to use our resources efficiently while creating healthier buildings. It provides cost savings to all Californians through improved human health and productivity, lower cost building operations, and resource efficiency, and it moves us closer to a sustainable future. Access our Web site at: www.ciwmb.ca.gov/GreenBuilding/.

Recycling Market Development Zones (RMDZ)

The RMDZ program is a partnership of local governments and the California Integrated Waste Management Board in 40 zones across California. The program provides incentives to businesses that use secondary materials from the waste stream as feedstock for their manufacturing processes. Access the RMDZ Web site at: www.ciwmb.ca.gov/RMDZ/.

1-800-CLEANUP

The CIWMB sponsors Earth's 911, a community assistance program focusing on recycling and pollution prevention. This environmental public service is available through partnerships with hundreds of public- and private-sector partners. The Earth's 911 database provides information and assistance to communities and individuals on how to reduce, reuse, and recycle waste materials. Access this database at: www.1800cleanup.org.

Publications

Our searchable publications database contains more than 500 publications produced by the CIWMB, most of which are available electronically. Please direct any comments or suggestions (by phone or e-mail) to the Public Affairs Office at: (916) 341-6306. Access the Web site at: www.ciwmb.ca.gov/Publications/.

Related Web Sites

U. S. Environmental Protection Agency:
www.epa.gov/region09/waste/solid

Los Angeles County: www.dpw.co.la.ca.us/epd

Alameda County: www.stopwaste.org

San Mateo's RecycleWorks: www.recycleworks.org

San Diego County/I Love a Clean San Diego:
www.ilacsd.org/county_guide

Buy Recycled . . .
it's good business

Buy Recycled Section

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Buy Recycled and SAVE!

take the next step

Buy Recycled



A NEW GUIDE TO THE BENEFITS OF BUYING
RECYCLED-CONTENT PRODUCTS

Cover photograph:
Pedestrian bridge over the American River above Sunrise Boulevard,
Sacramento, California. The bridge is refurbished with 50 percent
postconsumer plastic decking.

Why Buy Recycled?

Until materials are made into new recycled-content products (RCP), they are not really recycled.

Recycling won’t work unless the purchasing of RCPs is the norm. Those purchases create expanded markets for the recycled materials. Returning your beverage containers, newspapers, and other recyclable products is the first step in the recycling process. You can take the next step by purchasing products made from the diverted and recovered materials. Purchasing the RCPs makes the collection and processing of the materials economical and stabilizes the entire recycling process.

“Buying recycled” creates and expands markets for the materials collected from your recycling bin. As the demand goes up, the variety and quality of available RCPs goes up and the prices come down.

RCPs have the same high quality as goods made from virgin materials—sometimes even higher. When you buy recycled, you “close the loop” to complete the recycling process.

Buying RCPs conserves natural resources and reduces energy consumption in the manufacturing process.

Buying RCPs conserves landfill space and prolongs the useful life of the recycled materials.

Buying RCPs increases investments in the recycling industry infrastructure.

Buying RCPs creates new markets for recyclables and strengthens existing ones.

Buying RCPs creates jobs by diverting, processing, and manufacturing new products from materials rather than burying the materials.

You’re not really recycling unless you’re buying recycled.

To Find Recycled-Content Products

The California Integrated Waste Management Board (CIWMB) created the recycled product database to establish the most comprehensive listing of RCPs for one-stop shopping for our customers. This database contains more than 10,000 listings of RCPs available from more than 2,000 suppliers. Visitors can search fields by the product/brand name, the company, or any key word of choice.

You can print the results of your searches, or you can follow a link directly to the supplier’s Web site. Access the database at www.ciwmb.ca.gov/RCP/.

How to Buy Recycled

- When shopping, look for the label identifying recycled content. Suppliers should identify recycled content on product packaging, in product literature, or on the product itself.
- Look for postconsumer content. A product may be identified as a recycled product but may not contain any postconsumer material. Postconsumer material comes from products that the public has already used and then put out to be recycled.
- Be wary of terms such as “recyclable,” “environmentally friendly,” “eco-safe,” “safe for the environment,” or “natural.” They can mean anything a supplier wants them to mean. They do not necessarily mean that the product contains recycled material—or even that it is a preferable product.
- Write to suppliers and ask that they begin manufacturing or supplying products with recycled content, high in postconsumer material.
- Encourage others in your office, school, business, and community to buy recycled products.
- Visit recycled-content product trade shows. See the CIWMB’s Calendar of Events at: www.ciwmb.ca.gov/Calendar/.

Life Cycle Cost Analysis

Some RCPs, particularly durable plastic and rubber products like plastic lumber and rubberized asphalt, have an initial cost that may be higher than comparable non-RCPs. However, when looking at the cost of the products over their entire life, RCPs often turn out to be less expensive.

When cost comparisons include repair, maintenance, labor, replacement, and other costs, the total cost of durable RCPs will probably become less than non-RCPs.

Products Available

This is a small sample of products made with recycled materials:

For Offices
Binders, business cards, and computer paper, corrugated paperboard, computer disks, laser toner cartridges, stacking letter trays, white office paper, writing paper, envelopes , folders, calendars, padded mailers, labels, adhesive notes, mailing tubes

For Maintenance & Construction
Acoustic ceiling tiles
Asphalt, concrete
Building insulation
Carpet, mats, tiles, and carpet pads
Dock bumpers
Flooring and countertops
Motor oil and antifreeze
Paint, pallets, and parking stops
Plastic lumber for benches, picnic tables, decks, fences, posts, marine piers, etc.
Playground mats
Rain gutters and recycle bins
Retread tires and roadbase
Rubberized asphalt
Shower and toilet partitions, wallboard
Speed bumps

For Service Centers
Cleaning supplies
Plastic trash bags
Food service products
Toilet paper, napkins
Paper towels and tissue

State Agency Buy Recycled Campaign

State agencies can have a major impact on RCP purchasing. The State of California spends more than 6 billion dollars on goods and services each year. CIWMB staff estimates that each year the state purchases more than 2 billion dollars in products alone.

California State law requires State and local government agencies to purchase recycled products. State law also requires suppliers to certify the recycled content of all products offered or sold to the State. Furthermore, State agencies are mandated to ensure that 50 percent of their purchases are RCP purchases. State agencies must also report their RCP purchases annually to document compliance with the RCP procurement mandates of the SABRC.

In RCP purchasing, State agencies must lead by being an example to other government agencies and the private sector. If the private sector believes that the State is committed to buying RCPs, it will eventually respond by manufacturing more of them, and by increasing its own RCP purchases. In this way the State and the private sector create a synergy that will build and sustain markets for recyclable materials. Access the database at CIWMB’s Buy Recycled Web site at: www.ciwmb.ca.gov/BuyRecycled/StateAgency/.

Contract Language

All contract and bid documents must include language identifying the preference for RCPs. The contract documents must also contain the Recycled-Content Certification Form for use by product suppliers to identify the recycled content of their products. Specifications that impede the purchase of RCPs must be deleted and replaced with performance standards. All specifications must be established with the goal of state and local governments purchasing the maximum amount of RCPs possible.